



Healthy Retail Strategies: Increase Cal Fresh Participation and Healthy Food Purchases

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This material was produced by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch with funding from USDA SNAP-Ed, known in California as CalFresh. These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.CaChampionsForChange.net.

Welcome



- **Introductions: Your name, where you are from, and your interest in Healthy Retail**
- **Brief Overview of Healthy Retail Strategies**
- **Discussion**

Common Cause: **Access to Healthy Foods**

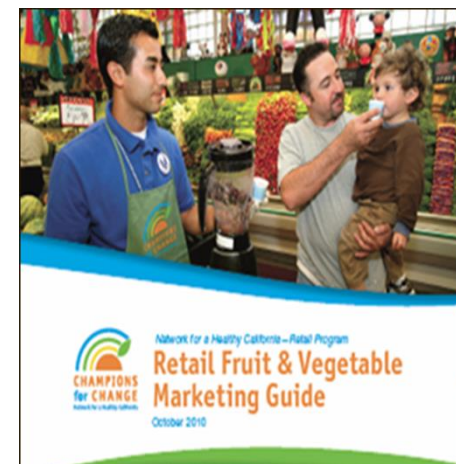
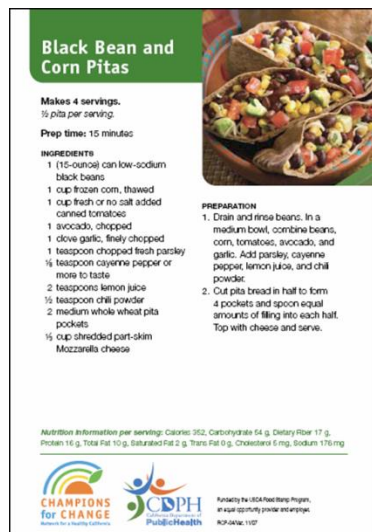
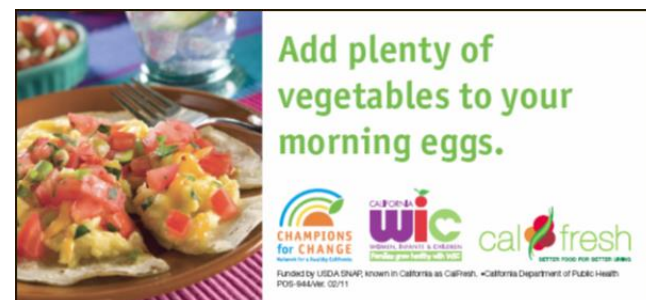


- **How can we work together to provide access to healthy foods in low resource communities?**
 - **Increase participation in CalFresh**
 - **Increase access to healthy foods**
 - **Increase affordability of healthy foods**
 - **Increase the number of stores in low resource communities that accept EBT**
 - **Increase farmer's markets that accept EBT in low resource communities**

Champion for Change-Retail Program: Marketing and Promotional Materials



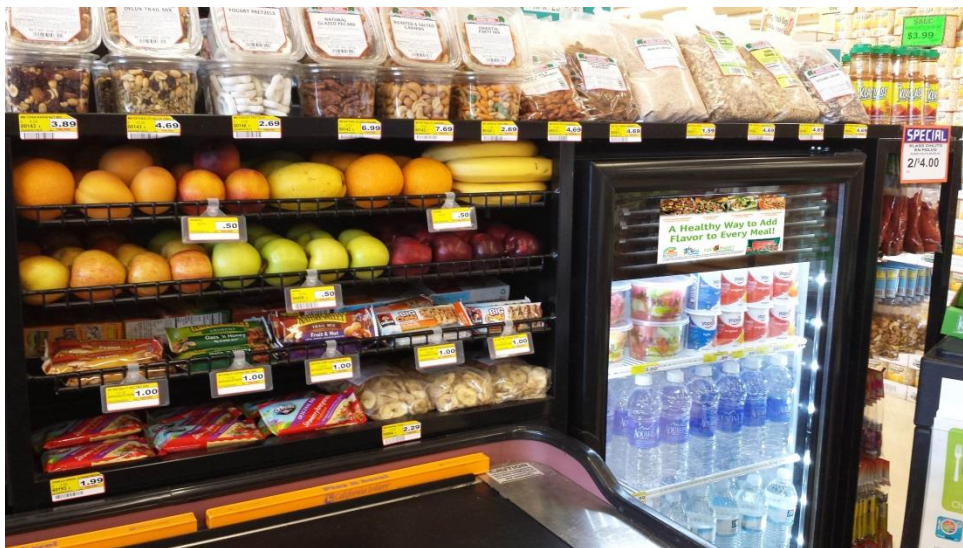
- Promotes Healthy Foods: promotional signage, recipe cards, newsletters
- Food Demonstrations
- Store Tours
- Retailer Education



Champion for Change-Retail Program: Environmental and System Strategies



- **Healthy Check-out Lanes**
- **Farm to Retail**
- **Corner Store Conversions**
 - **Healthy Retail Recognition Pilot**



Cal Fresh Outreach: Potential Strategies for Healthy Retail



- **Cal Fresh is a nutrition program**
 - Attend SNAP-Ed classes related to stretching food dollars to promote CalFresh
- **Use healthy signage to promote the acceptance of CalFresh/EBT**
 - Stock pamphlets and other resources at retailers



Con CalFresh
Es Fácil Obtener
Alimentos Saludables

Aprenda Cómo Solicitar
CalFresh - Llame Hoy
Español
1-888-9-COMIDA
Inglés
1-877-847-3663

Or en Internet Visite
www.calfresh.ca.gov
CalFresh, when converted to
Spanish is COMIDA



CalFresh Makes
It Easier to Get
Healthy Food

Learn How to Apply for
CalFresh - Call Today
English
1-877-847-3663
Spanish
1-888-925-6432

Or Go Online at
www.calfresh.ca.gov
CalFresh, formerly known as
Food Stamp



CalFresh can help you and your family.

- If you are the only person in your household, you can apply for CalFresh.
- If you work full time, you and your family may still qualify for CalFresh.
- You can buy food at any grocery store or farmers' market that accepts EBT cards.
- You never have to pay back CalFresh benefits if you are eligible for them.

How much CalFresh will I receive each month?

- The amount you get depends on your income, expenses, and family size.
- Most households that receive CalFresh get more than \$200 each month.

How long will it take to get CalFresh?

- If eligible, you will get your CalFresh within 30 days.
- You may get CalFresh in three days if you earn less than \$100 in the month you apply and if you have less than \$100 in cash. Ask your worker if you can get emergency service when you apply.

How much money can I have and still get CalFresh?

- You can:**
- Earn money from a job.
 - Get unemployment benefits.
 - Get general assistance/welfare.
 - Get child support.
 - Be part of CalWORKs.
 - Get disability benefits.
 - Have money in savings.
 - Own certain retirement accounts.
 - Have certain education savings accounts.
- Look at the table to see if your income makes you eligible.
- If you are a disabled or an elderly person (over 60 years old) tell your worker. The table may not apply to you. You can earn more money and be eligible.

What about things I own?

When you apply for CalFresh you may own a house, have cars, and still qualify. Ask your worker for more information.



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Funded by the USDA Supplemental Nutrition Assistance Program, an equal opportunity provider and employer, CalFresh - Better Food for Better Living, California Department of Social Services and California Department of Public Health.

CalFresh provides nutrition assistance to people with low income. It can help buy nutritious foods for a better diet. For information on CalFresh, call 1-877-847-3663 or visit www.calfresh.ca.gov.

Apply for CalFresh today at:



Better Food for Better Living



*People who get Supplemental Security Income/State Supplemental Payment (SSI/SSP) are not eligible for CalFresh, but other household members may be.

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Cal Fresh Outreach: Potential Strategies for Healthy Retail



- Attend events at qualifying grocery sites and pre-screen clients
 - *Fruit and Veggie Fest*



Discussion Questions



- **What additional ways do you see Cal Fresh Outreach playing a role in Healthy Retail?**
- **Who are potential other partners that could help advance Healthy Retail in low resource communities?**
- **Are there any policy changes that could support or incentivize Healthy Retail in low resource communities?**